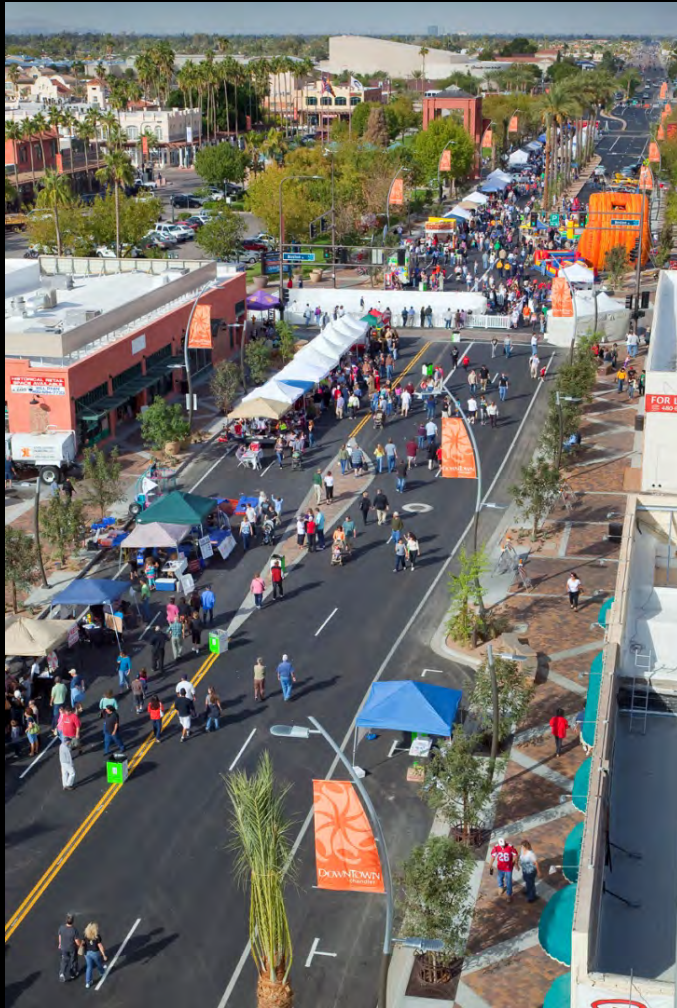


Dimensions: “Metrics” of the Streetscape

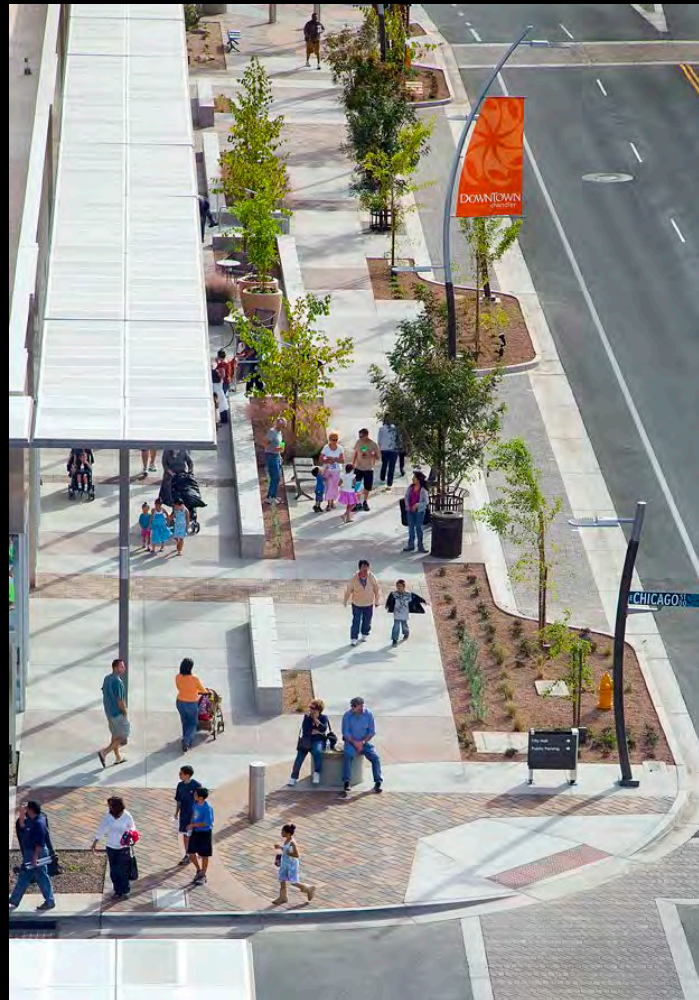


- Reduced Pedestrian Crossings from the 88' to 90' Range Down to the 58' Range
- Reduced Asphalt Width
- Reduced Lane Widths from the 14' range to 10.5' (maintained 35 mph speeds)
- Added Bike Lanes
- Increased Sidewalk / Pedestrian Zone from the 5' to 8' Range to the 15' to 20' Range to Allow for a Variety of Uses
- Designed “Bulb-outs” at Corners to Reduce Crosswalk Width, Enhance Aesthetics, and Visually Reduce Street Width for Vehicular Traffic

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Chandler, Arizona



Bulb-out Example



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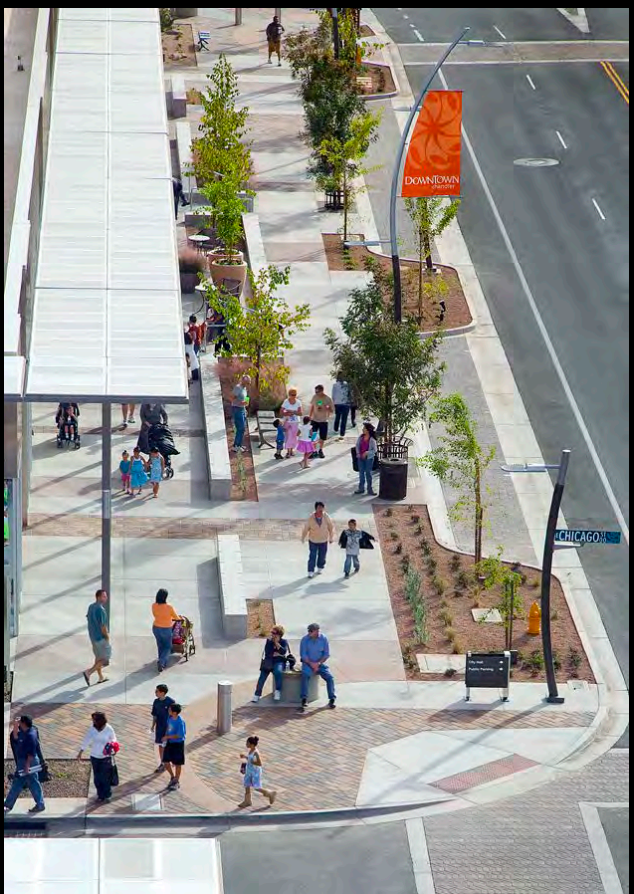
Pedestrian Crossings / In-Roadway Lighting



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Designing for Pedestrian Scale & Vehicular Scale



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Chandler, Arizona



Placemaking: A Destination Environment

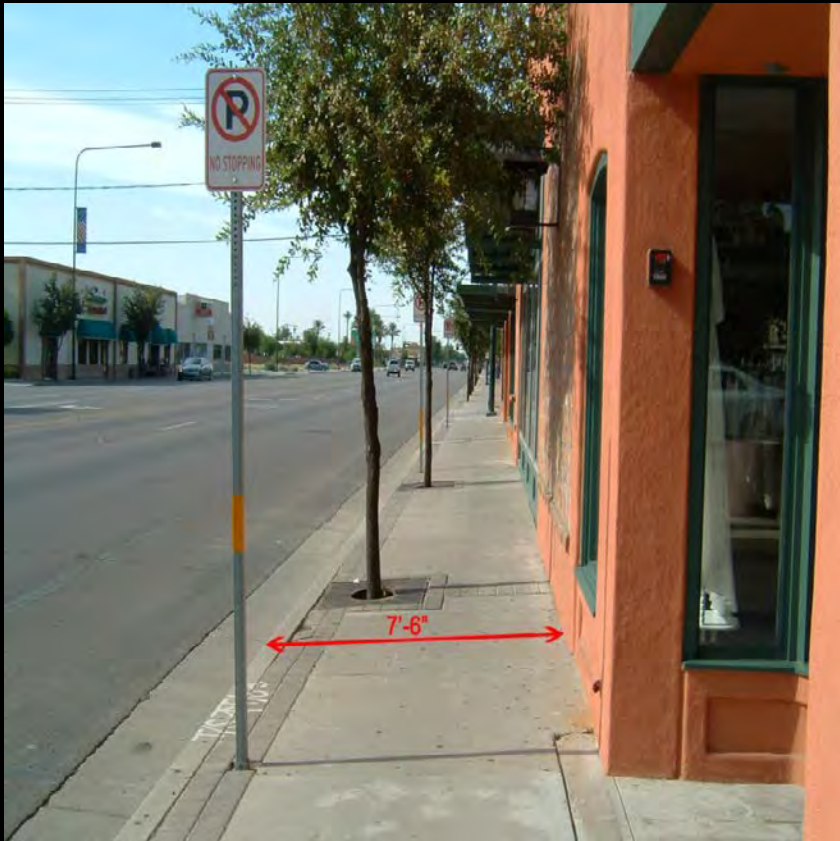
ADA Accessibility / Design for All Ages / Multi-Modal
Memorable Environment / Signage Wayfinding / Places to Rest



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A Road in Balance is a 'Place'



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Chandler, Arizona



ROW Encroachment



Before



After

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Develop a True Sense of Place For a Variety of Users



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Design Affects Speed

Date	Average Speed	85th Percentile
June 2008	36.7	40.4
February 2011	29.2	33.6

Arizona Avenue Improvement Project
Chandler, Arizona



Lighting (Before Improvements)



Arizona Avenue Improvement Project
Chandler, Arizona



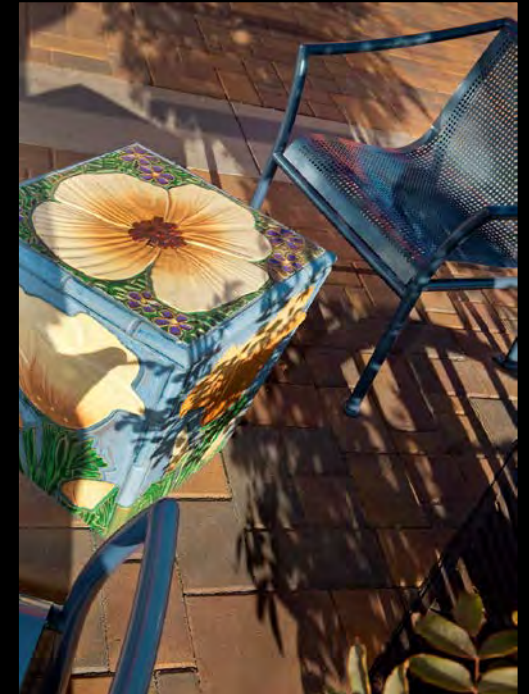
Custom Lighting (After Improvements)



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Integration of Art



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Enhanced Paving and Utilities



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Variety of Seating Options



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Landscape / Utilize Existing Materials



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Accommodate Festivals



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Arizona Avenue



Before

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The Power of Place

- *Civic pride*
- *U of A and ASU Downtown campuses*
- *625 new jobs*
- *Double digit Sales Tax Growth*
- *2% Retail vacancy*
- *Positive press – over 100 major spots*
- *Growing Special Events*
- *International, National and Local Awards*
- *20 new businesses*
- *Multiple residential developments being planned*

Arizona Avenue Improvement Project
Chandler, Arizona



Fiesta District Improvements

Southern Avenue Streetscape Project

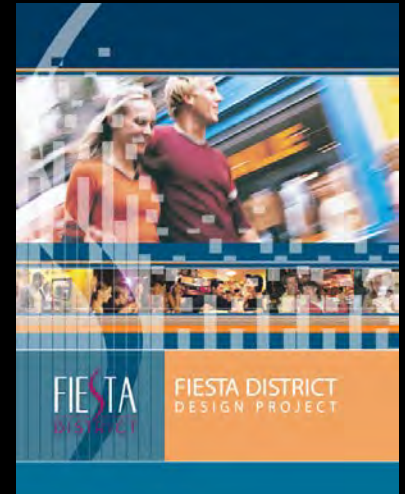
District Revitalization / Economic Development / Sustainability



Fiesta District Vision

“The District Vision creates a uniquely identifiable area for Mesa that is economically vibrant, pedestrian friendly, and an active, urban destination. Revitalization of the Fiesta District will again transform this major City employment center to a place of destination...”

- Pedestrian friendly with integrated mix of uses
- Diversity of entertainment and evening uses
- Unique branding and sense of place
- Urban Atmosphere and activated street scene
- Supported by an improved public transit system
- A place where businesses are eager to locate
 - A place to live, work, shop, learn and do business



Fiesta District Improvements

District Area: Tempe Canal to Extension Road



Existing Conditions



Fiesta District / Southern Avenue Streetscape
Mesa, Arizona